

Message Text

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PAGE 01 STATE 196779

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EUR/RPE/RBRESLER

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COMM/BIC/OIM/TTHOMAS

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R 070655Z AUG 76

FM SECSTATE WASHDC

TO AMEMBASSY MADRID

AMEMBASSY THE HAGUE

AMCONSUL MILAN

UNCLAS STATE 196779

E.O. 11652: N.A.

TAGS: BEXP, OCON, SP

SUBJECT: WESTERN EUROPEAN COMMERCIAL OFFICERS CONFERENCE

REF : A) STATE 182673 B) MADRID 5738

1. AS INDICATED IN STATE REFTEL, INTENTION IS TO INVITE HIGHEST RANKING COMMERCIAL OFFICER AT POST. THIS DECISION BY STATE AND COMMERCE IS BASED ON DESIRE THAT CONFERENCE DISCUSSIONS RELATE DIRECTLY AND PRIMARILY TO THE NEEDS OF THE WORKING LEVEL COMMERCIAL OFFICERS IN THE FIELD. FOR THIS REASON, ONLY THE COMMERCIAL ATTACHE AND CECCHINI WERE INVITED, THE LATTER BECAUSE HE HAS BEEN SELECTED AS DISCUSSION LEADER FOR A PANEL OF THE WHOLE ON CONDUCT AND MANAGEMENT OF MARKET RESEARCH AT POSTS, BASED ON HIS SUCCESSFUL COMPLETION OF OVERSEAS BUSINESS MARKETING SEMINAR IN LONDON.

2. IF IT APPEARS TO THE POST THAT IT WOULD BE IN THE BEST INTEREST OF THE COMMERCIAL PROGRAM TO HAVE THE ECON/COMMER-
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PAGE 02 STATE 196779

CIAL COUNSELOR PARTICIPATE IN THESE WORKING LEVEL DISCUSSION

WE WOULD BE PLEASED TO CONSIDER SUCH A RECOMMENDATION IN THE LIGHT OF EXISTING BUDGETARY CONSTRAINTS.

3. IF POST BELIEVES IT ESSENTIAL THAT LUBKEMAN REPLACE

CECCHINI, PLEASE SO INFORM. DUE TO BUDGETARY STRINGENCIES, ALL MADRID PERSONNEL INVITED TO CONFERENCE WILL BE ASKED TO ATTEND MEETING IN MILAN.

4. APPRECIATE YOUR SUGGESTIONS REGARDING AGENDA ITEMS. THESE WILL BE CONSIDERED IN DEVELOPING FINAL AGENDA. HABIB

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